

III. HIV Prevention Policy and Program Development Section

a. California AIDS Prevention Campaign and Social Marketing Efforts

California AIDS Prevention Campaign

The year 1999 marked a transitional period for the award winning California AIDS Prevention Campaign, the HIV prevention social marketing program for the Office of AIDS. Building upon successful public relations and community marketing activities developed during the initial three-year campaign, the new multi-year effort created several new HIV prevention strategies. The campaign's focus is to encourage sexually active adolescents and young adults to adopt safer sex behaviors, and encourage Californians at greatest risk for contracting HIV to seek HIV counseling and testing.

The California AIDS Prevention Campaign, a multicultural public information campaign, complements local and national HIV prevention efforts. It is designed to be responsive to the needs of multi-ethnic audiences, particularly African American and Latino communities where HIV infection rates are disproportionately high. The campaign features peer-to-peer education, highlighting Californians affected by HIV/AIDS delivering personal messages about HIV prevention. The state funded multi-language California AIDS hotline number is incorporated into HIV/AIDS prevention messages and outreach materials.

Highlights of efforts for 1999 included the following:

- The innovative HIV prevention calling card campaign targeting individuals at greatest risk for HIV was implemented and expanded. Following the success of the pilot project in 1998, more than 125,000 new cards were produced and distributed in four different designs, including a Spanish language card. Press releases announcing the expansion of the program were produced and reported in several California newspapers. Prior to accessing ten minutes of free long distance telephone service, calling card users listen to HIV prevention messages about practicing safer sex or getting tested for HIV. The popular cards are used as outreach and incentive tools for HIV prevention education, and counseling and testing services. Program evaluations indicate a very high level of satisfaction with the calling card campaign.
- The Church Outreach Program designed to disseminate HIV prevention messages to the African American religious community through the use of an HIV awareness and prevention church ministry kit. A 15 member Statewide Church Advisory Board representing numerous denominations assisted in the development and review of the ministry kit, which is planned for release in 2000. The kit provides information about HIV/AIDS, the impact on the African American community and suggestions for incorporating prevention messages into sermons and ministries
- An interfaith kit consisting of a set of awareness and compassion tools was produced and distributed to HIV prevention programs working with various communities of faith. In addition to a call for compassion, the kits were promoted at the "Call to Oneness" interfaith conference launched on World AIDS Day, 1999.
- The "Rap It Up" Respect Yourself, Protect Yourself Rap Contest radio promotion was implemented during the summer in four urban California markets targeting sexually active adolescents and young adults. The promotions were designed to raise awareness and acceptability of condom use, and encourage listeners to call the California AIDS Hotline for more information about safer sex and HIV counseling and testing. The promotion collaborated with local retail partners and consisted of radio spots, live remotes, Web site hyperlinks, in-studio interviews, public service announcements (PSA) and promotional merchandise. Five dollars in value was received for every dollar purchased in on-air radio time. The promotion delivered more than 17 million gross impressions statewide, reaching large numbers of at-risk African American and Latino/a youth.
- In conjunction with National HIV Testing Day "alternative newspaper" ads were produced and placed in three California markets. The ads promoted HIV counseling and testing services and the California AIDS Hotline.

- Los Angeles County collaborated with the Office of AIDS for National HIV Testing Day in the production and adaptation of California AIDS Prevention Campaign transit advertising posters. The ads targeted at-risk African Americans and Latino/as and encouraged HIV testing through the promotion of early treatment.
- For National HIV Testing Day, Asian newspaper press releases were developed and placed announcing the availability of seven new Asian language brochures.
- A new Spanish television PSA that targets Latinas was produced featuring Cristina Saralegui of *The Cristina Show*.
- The concept for an innovative lowrider campaign concept targeting at-risk Latino youth and young adults was developed in 1999. The campaign, set to launch in Spring 2000, involves the lease of a restored Chevrolet (Bel Air model) that will be designed and painted with colorful HIV prevention messages. The car will be entered in various lowrider car shows throughout the state and will be displayed at key Latino events that attract young adult audiences. Collaborating local community-based AIDS service organizations will provide outreach and educational services in conjunction with the events.

Continuing public and media relations activities from previous years included:

- Statewide placement of television and radio PSAs in English, Spanish and Asian languages;
- Re-evaluation and refinement of the beauty salon outreach program serving African American women;
- Support for an HIV "Action Team" (cadre of campaign spokespersons for public appearances);
- Ongoing media relations promoting Office of AIDS programs and services utilizing milestone events such as World AIDS Day and National HIV Testing Day;
- Community marketing materials including lottery style educational scratcher and outreach cards, counter displays, posters and Spanish language materials targeted for migrant communities; and
- Technical assistance to local health departments and community-based organizations in social marketing, media relations and evaluation.

Local Social Marketing Efforts

Through a competitive Request for Applications process, select counties applied for a three-year funding cycle (beginning FY 1998-99) to create or enhance local social marketing efforts. Applicants were evaluated using criteria based on epidemiology including trends in HIV infection, sexually transmitted disease rates, new AIDS case data and effective/innovative proposals for reaching priority target audiences. Seven local health jurisdictions representing various regions across the state were funded. Each local health jurisdiction is developing and implementing culturally appropriate HIV prevention social marketing campaigns that include advertising, public relations activities and community marketing strategies. This approach follows the trend of local community planning and outreach efforts that emphasize targeted local strategies for high-risk individuals, and adds flexibility to develop specific products to reach those at greatest risk for contracting HIV.

b. Voluntary Partner Counseling and Referral Services

The purpose of the Office of AIDS Partner Counseling and Referral Services (PCRS) Program is to help ensure that the sex- and needle-sharing partners of HIV positive persons are informed of their potential risk, offered HIV prevention counseling services and referred to social and medical services as necessary. In 1999, the newly developed HIV PCRS Program became fully operational in five PCRS demonstration projects in the following health jurisdictions: the City of Long Beach and the Counties of Alameda, Sacramento, Kern and San Diego. Each of the five projects provide HIV partner consultation services in Counseling and Testing sites, Early Intervention Programs, and STD prevention and control programs.

In 1999, the Office of AIDS began the development of state guidelines that present CDC and Office of AIDS standards and recommendations for local program implementation of voluntary, confidential HIV

PCRS. Additionally, the Office of AIDS developed and implemented anonymous reporting of HIV PCRS data. Data collection and analysis will enable the local and state programs to assure standardization in the delivery of PCRS services, promote quality counseling and referral systems, provide necessary data to federal legislators and funding sources and determine appropriate methods for statewide application.

Through an interoffice agreement with the Division of Communicable Disease Control, Sexually Transmitted Disease (STD) Control Branch, the Office of AIDS renewed a contract with the STD/HIV Prevention Training Center to provide PCRS training to local STD and HIV prevention staff. PCRS training materials are improved and updated on an on-going basis. Technical assistance, site visits and teleconferencing techniques are utilized to enhance a participant's initial training experience. The PCRS training incorporates a client-centered counseling approach into traditional partner elicitation and follow-up skill building.

c. HIV Transmission Prevention Project (HTPP)

The Office of AIDS has provided HIV prevention information, education and interventions in a variety of ways for several years. Most education and information efforts have been directed toward the general population, specific target groups and/or persons accessing HIV Counseling and Testing sites. Additionally, Early Intervention Programs (EIP) have specifically focused prevention efforts on HIV-infected clients who are accessing care and treatment services, and their at-risk, HIV-negative partners and family members. Although these combined prevention efforts have been successful for some people, others have found the education messages and existing interventions insufficient to inspire and support sustained behavior change. Sustained behavior change can especially be complicated by factors such as substance use, mental disorders, language or cultural barriers, marginalized social status and homelessness.

The HIV Transmission Prevention Project (HTPP) is an Office of AIDS collaborative demonstration project established in 1999 to provide more intensive, specialized transmission prevention and support. The HTPP has two distinct segments: 1) interventions targeting HIV-positive, high-risk persons (funded through the CDC and coordinated by the Office of AIDS, HIV Care Branch), and 2) interventions targeting HIV-negative, high-risk persons (funded through state General Funds and coordinated by the Office of AIDS, HIV Education and Prevention Services Branch). Although these two segments are separately funded and have differentiated protocols and interventions, they are closely coordinated in order to share information, expertise, and resources and to facilitate participation of both HIV-positive and negative persons who are linked through family or other networks.

A total of 11 jurisdictions (10 EIP counties: Humboldt, Riverside, Fresno, Long Beach, Orange, Santa Barbara, Ventura, Los Angeles (King Drew), Santa Cruz and Santa Clara; and six Counseling and Testing jurisdictions: Humboldt, Butte, Riverside, Fresno, Long Beach and Orange) have been selected to participate in this three-year project. The sites were selected based on their willingness to participate in the project, the number of high-risk clients in their catchment areas, a statewide geographic distribution and client risk exposure (e.g., MSM and needle sharing). The project will be implemented in 2000.

Each HTPP site will hire a Risk Reduction Specialist(s) who must have professional training and appropriate experience, including a graduate degree in social work or psychology. The interventions used by the Risk Reduction Specialists will be based primarily on the CDC's prevention case management model, although differences will exist. For example, for HIV-positive clients, traditional case management will continue to be provided by the existing EIP social worker or case manager, and the client will continue to participate in all other components of the EIP including medical, health education and psychosocial. The Specialists will focus intensively and exclusively on transmission issues. For HIV-negative clients, prevention case management will be executed as outlined in the CDC guidelines, which includes traditional case management with a special emphasis on harm reduction.

The Office of AIDS will coordinate with experts in varied fields to provide training for Risk Reduction Specialists and site staff. Existing staff at EIP and Counseling and Testing sites will be trained to assess

all clients to determine whether they may be defined as “high-risk,” and eligible to be referred to the HTPP and a Risk Reduction Specialist.

An evaluation of the HTPP demonstration sites will be conducted by the University of California, Davis, Center for Health Services Research in Primary Care. The evaluator was selected through a RFA process and will be funded by state General Funds. The evaluation will measure the efficacy and utility of the program as well as explore client attitudes and opinions about the provided services.

d. Corrections Initiative

In 1999, the Office of AIDS awarded \$1.8 million (\$1 million CDC and Health Resources and Services Administration grant funding, and \$800,000 state General Funds) toward a cooperative agreement program for HIV prevention, intervention, and continuity of care within correctional settings and the community. The purpose of this program is to support demonstration projects within correctional facilities and the community that develop models of comprehensive surveillance, prevention and health care activities for HIV, STDs, tuberculosis (TB), substance abuse and hepatitis. The program will focus on persons in correctional settings that extend to the community upon their release.

The Corrections Initiative is a collaborative of the Office of AIDS; the City and County of San Francisco; Los Angeles County; the California Department of Corrections Peer Education, Parole, and Transitional Case Management programs; the California STD/HIV Prevention Training Center; and Centerforce (a community-based organization). The goals of the project are to:

- Promote awareness of HIV/STD/TB/hepatitis risk;
- Promote utilization of HIV testing, STD/TB/hepatitis screening and appropriate treatment;
- Initiate and sustain positive behavior change for pre- and post-release inmates with high-risk behaviors related to substance abuse and/or the transmission of HIV/STD/TB/hepatitis;
- Improve health status of pre- and post-release HIV-positive inmates by providing comprehensive educational and psychosocial services aimed at increasing access and use of HIV treatment therapies;
- Provide an intensive training program for service providers to ensure the provision of appropriate behavioral and clinical assessment, care and evaluation, in accordance with current guidelines;
- Improve the utilization of community health services by improving the transitional linkages between correctional facilities/programs and community-based care;
- Continue behavioral, epidemiologic and surveillance activities associated with the target population; and
- Reduce recidivism among the target populations.

As the project develops, services will be provided to local jail facilities in the City and County of San Francisco and in Los Angeles County. San Francisco's program will provide HIV-positive, high-risk negative and unknown serostatus inmates with transitional case management, peer advocacy, substance use counseling, money management, housing services and HIV/STD prevention services. San Francisco's program is an expansion and enhancement of an existing program involving the community-based collaborative organizations Forensic AIDS Project and Tenderloin Care. Los Angeles has the potential to mirror San Francisco's services, but will begin by identifying gaps in service through a needs assessment of their massive jail system. The community-based organization, Centerforce, working collaboratively with the Department of Corrections Peer Education, Parole and Transitional Case Management programs, will offer peer education, pre-release health education, and prevention case management services in up to six state prisons.

Upon completion, the outcome objectives of this three-year project will be evaluated by the Office of AIDS, HIV Education and Prevention Services Branch, HIV Prevention Research and Evaluation Section.